

▶ While we're waiting, sign our pledge to Share the Road

▶ We only email you if you win (no email lists!)

▶ Two winners drawn each month for an Amazon gift card



**PLEDGE TO
SHARE THE ROAD**



**ENTER TO WIN A
\$50 GIFT CARD!**

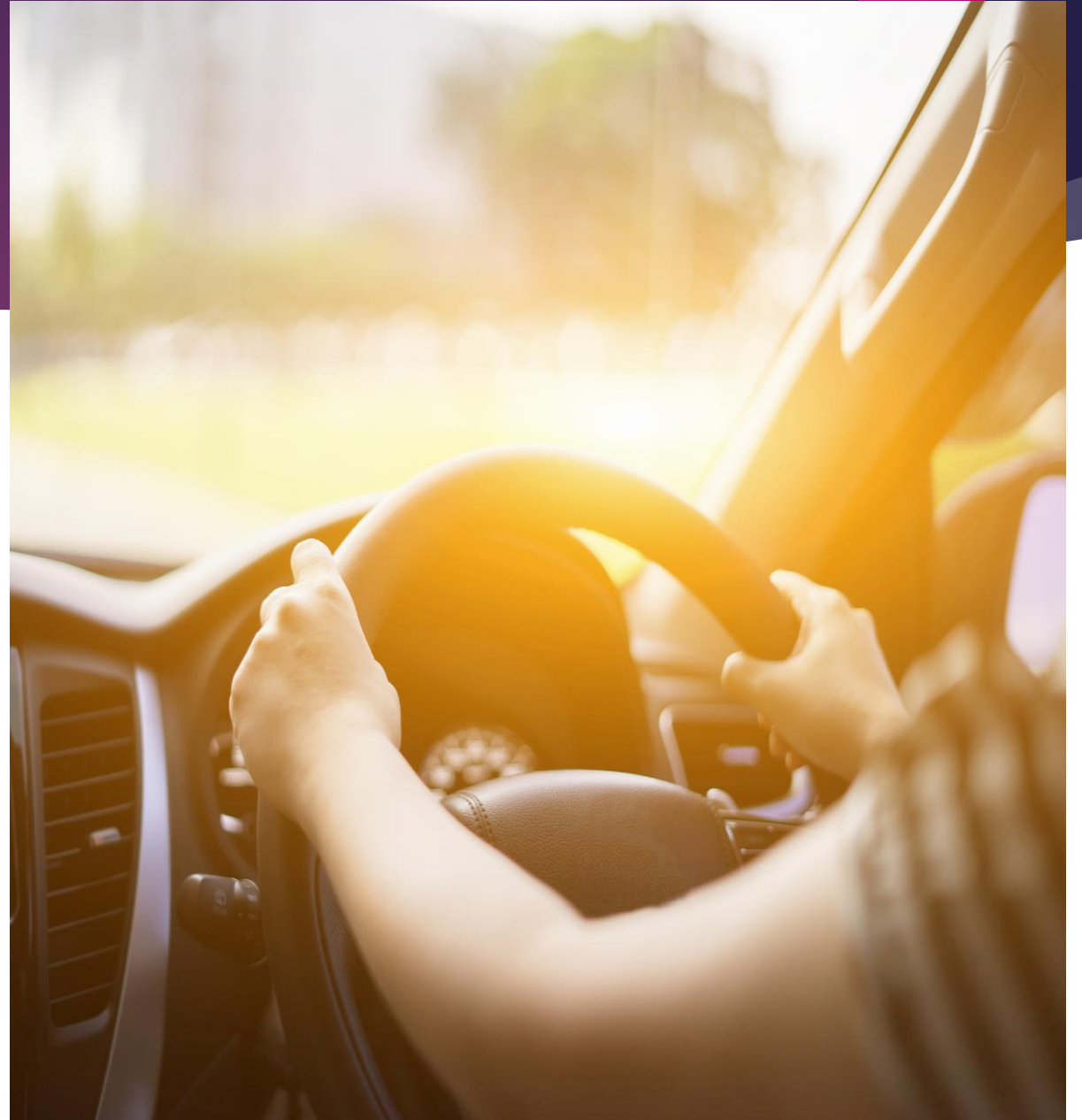
Share the Road

A Driving and Pedestrian Safety Program

Presented by: Noelle Santos



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About BIANJ

- ▶ Our mission is to improve the quality of life for anyone impacted by brain injury by providing support, advocacy, and information, while promoting brain injury prevention.
- ▶ For more info visit BIANJ.org



**Brain Injury
Alliance**

N E W J E R S E Y

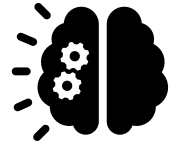
Before we start... survey time!



Raise your hand if you know someone who has had a brain tumor before

Raise your hand if you know someone who has suffered a stroke before

Raise your hand if you know someone who has suffered a concussion before



Surprise... these are all
considered brain injuries

Definition of brain injury

Acquired brain injury (ABI): is an injury to the brain that has occurred after birth (stroke, brain tumor, aneurism, etc.)

Traumatic brain injury (TBI): is an insult to the brain caused by an external physical force (falling downstairs, car crash)

Trivia! Question 1

How often does a traumatic brain injury occur in the United States?

A) Every 60 minutes

B) Every 4 days

C) Every 7.5 hours

D) Every 21 seconds

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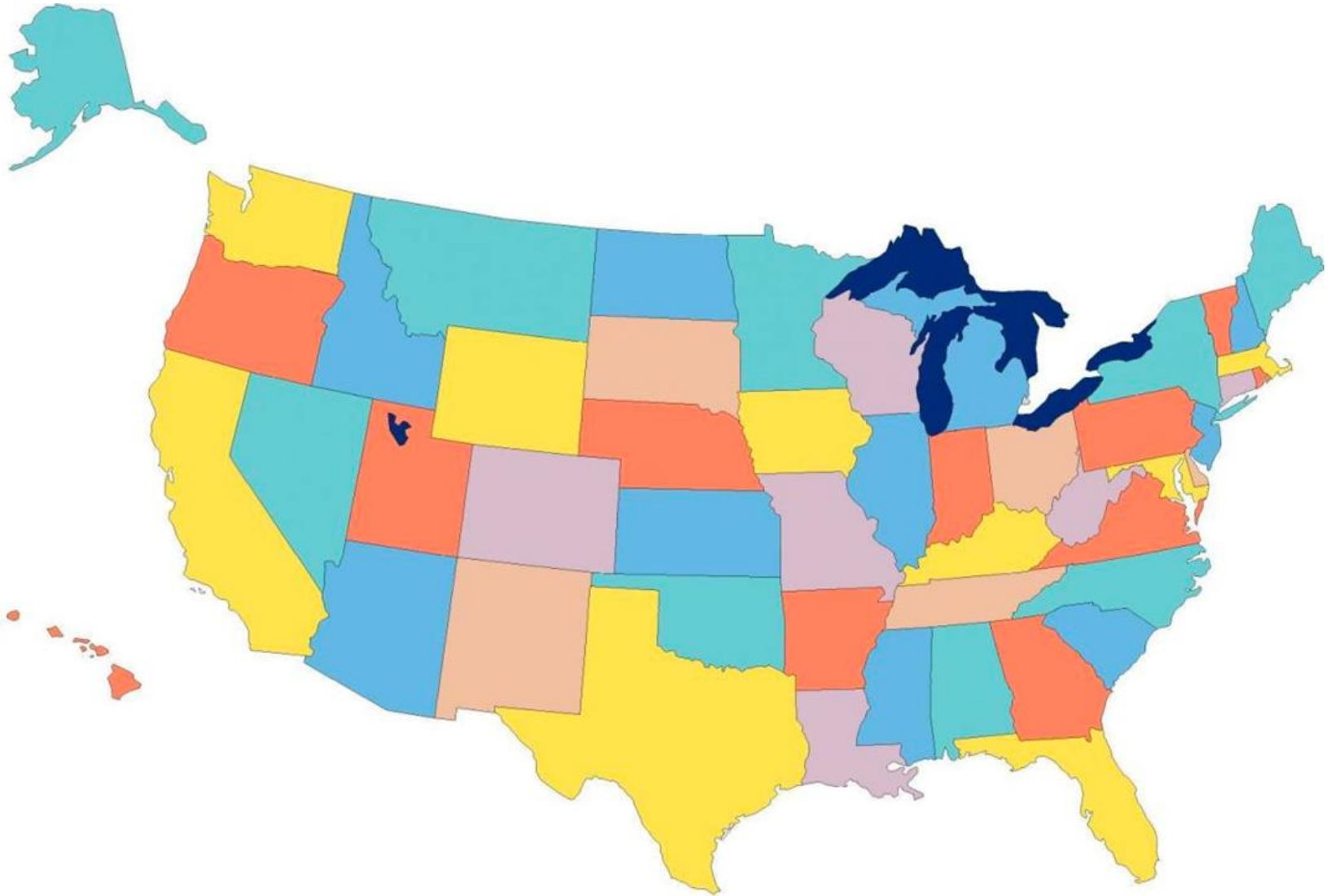
 Every 21 seconds

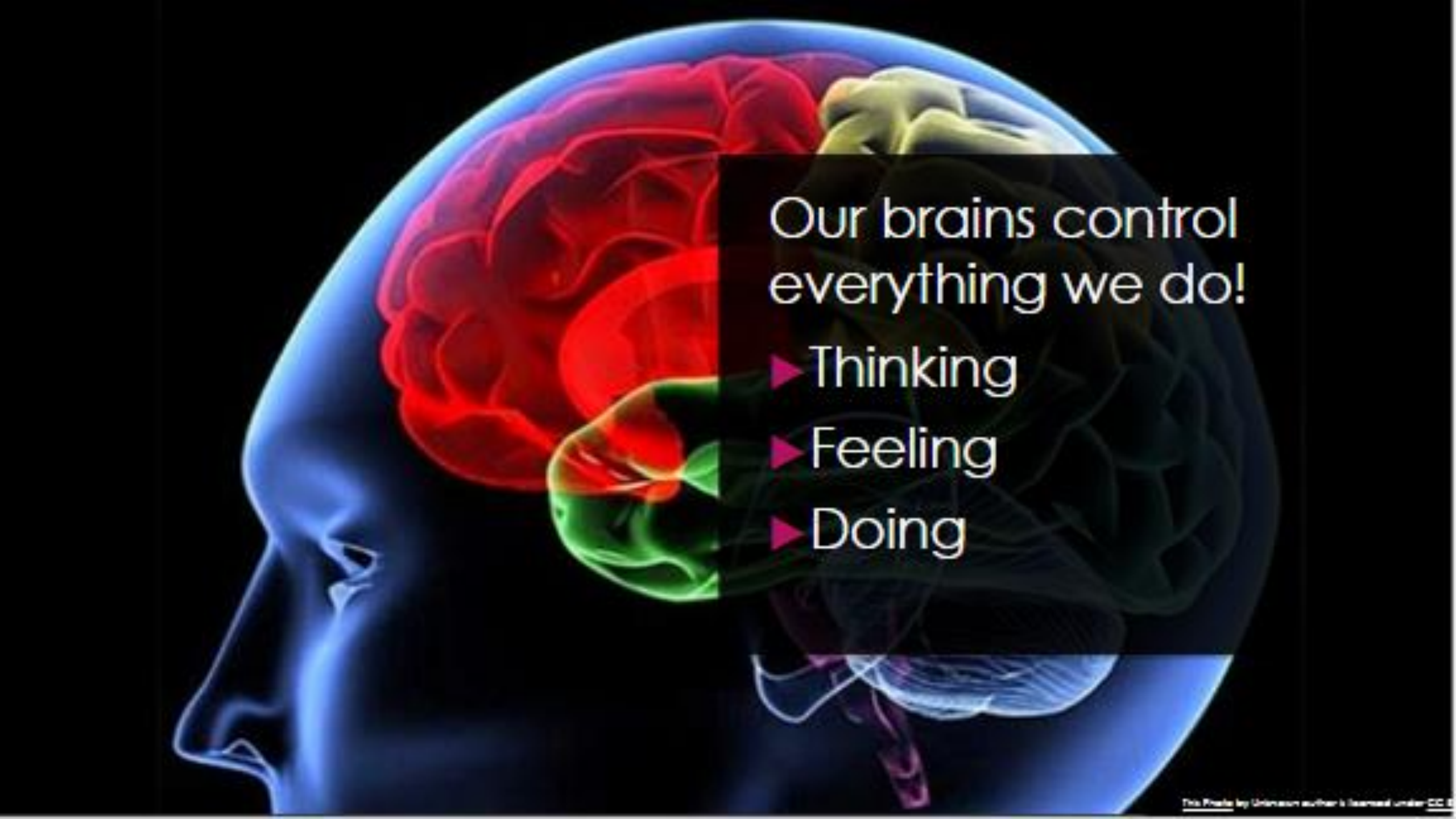
Silent epidemic

1 hour = 180 TBIs

12-15,000 per year in
NJ

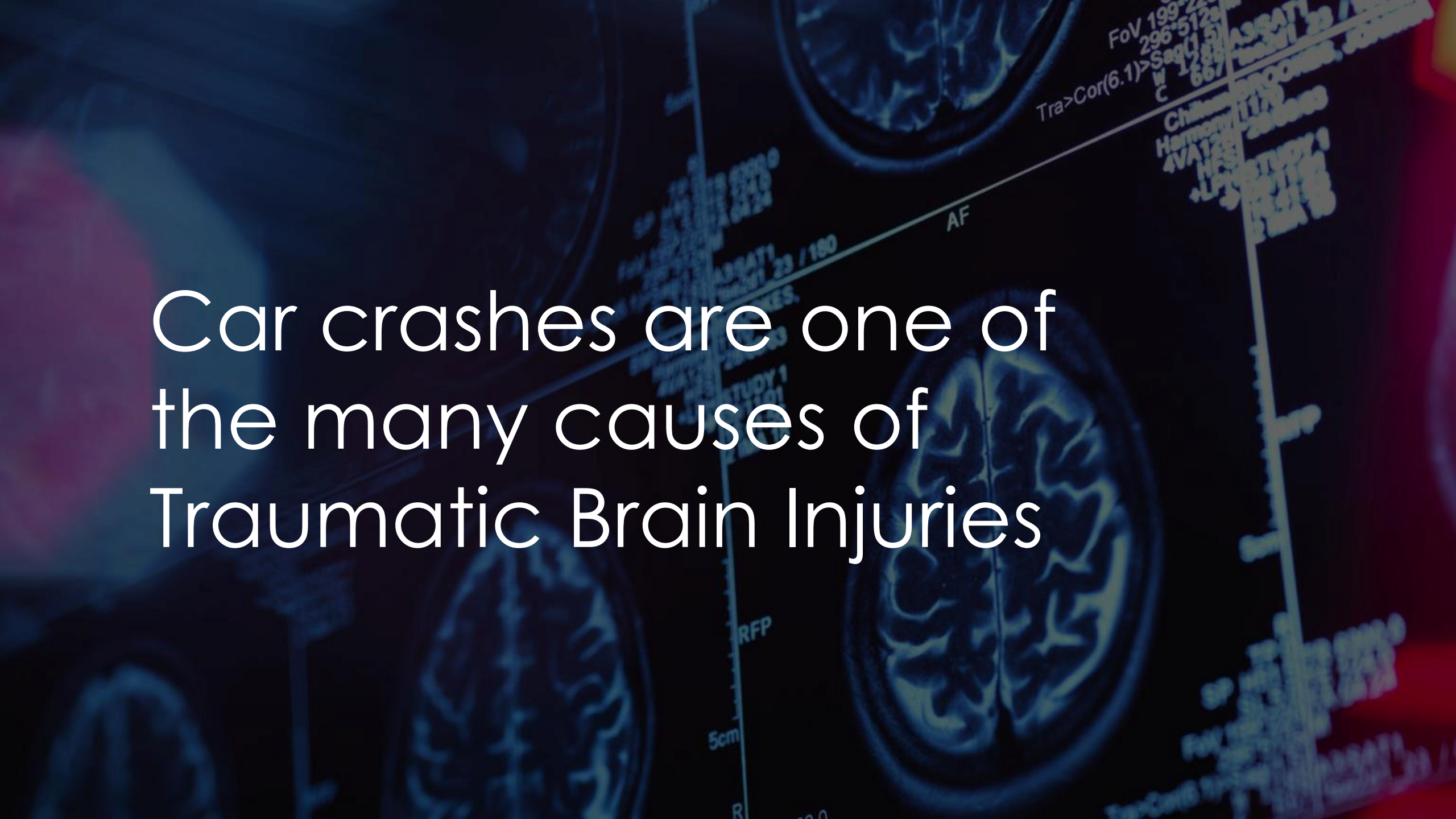
5.3 million Americans
are living with a TBI





Our brains control
everything we do!

- ▶ Thinking
- ▶ Feeling
- ▶ Doing



Car crashes are one of
the many causes of
Traumatic Brain Injuries

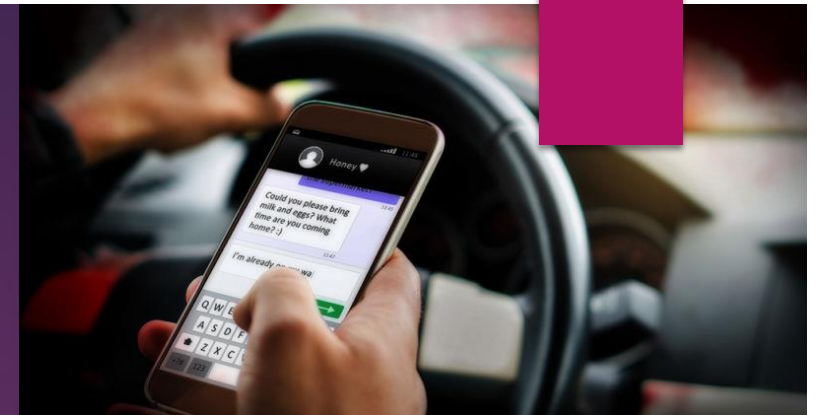


Shared Responsibility

The reason crashes occur is often the last failure in the causal chain of events leading up to the crash.

94% of crashes are preventable.

NHTSA



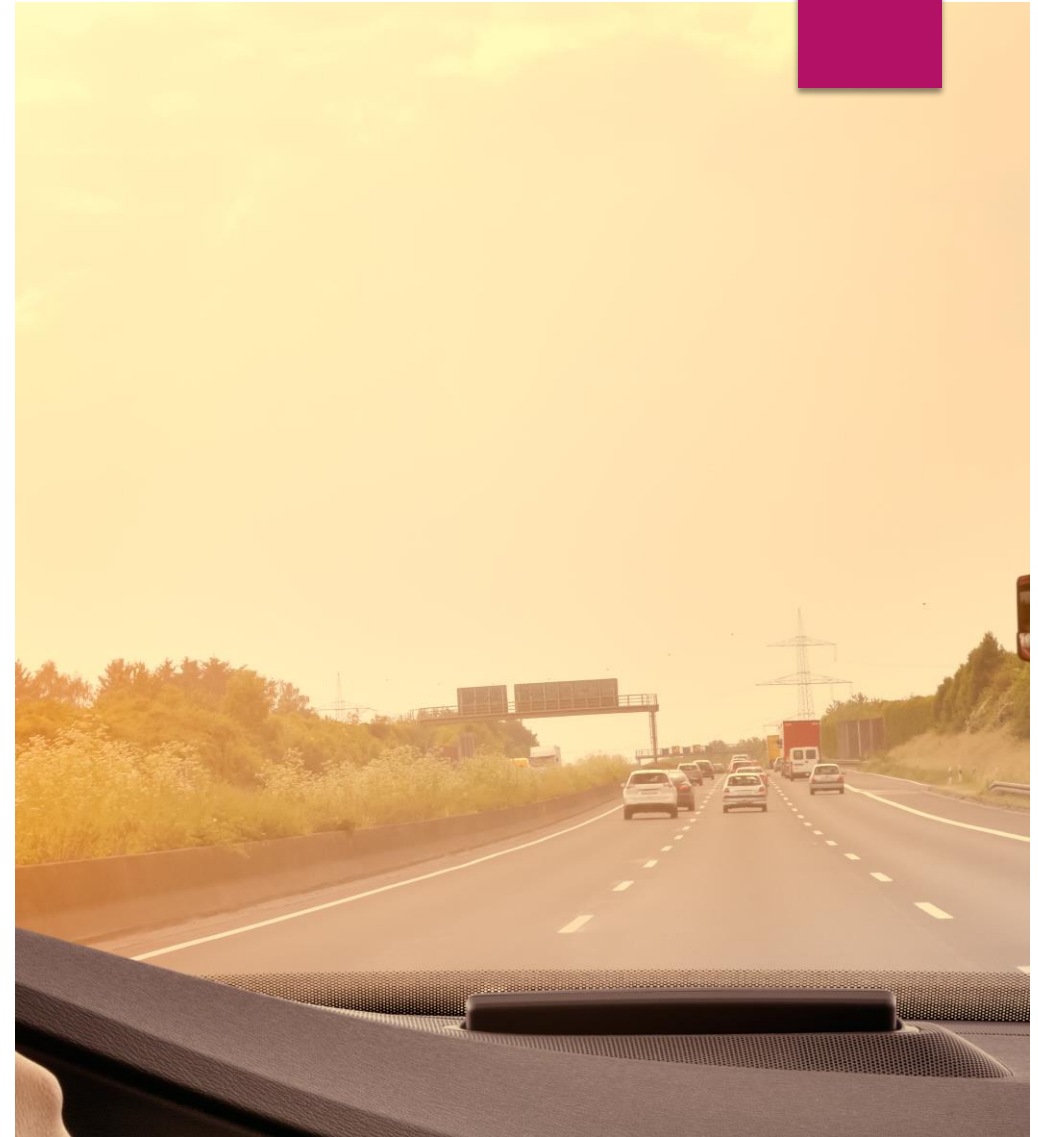
Critical Reasons for Crashes (NHTSA)

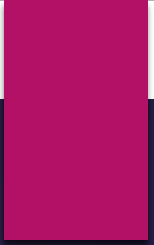
▶ **Driver related:**

- ▶ **Recognition Error:** driver inattention, internal and external distractions, inadequate surveillance (*not scanning for pedestrians*)
- ▶ **Decision Error:** speed, false assumption of others, misjudgement of gap or others' speed

▶ **Environmental:** Slick roads (ice, loose debris, etc.)

▶ **Vehicle related:** Tires/wheels and Brake Related

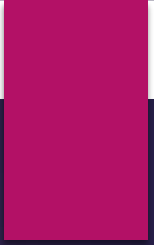




What can we do as drivers to be safe?

Avoid Distractions





There are 3 types of
distracted driving. Let's
talk about it

Visual

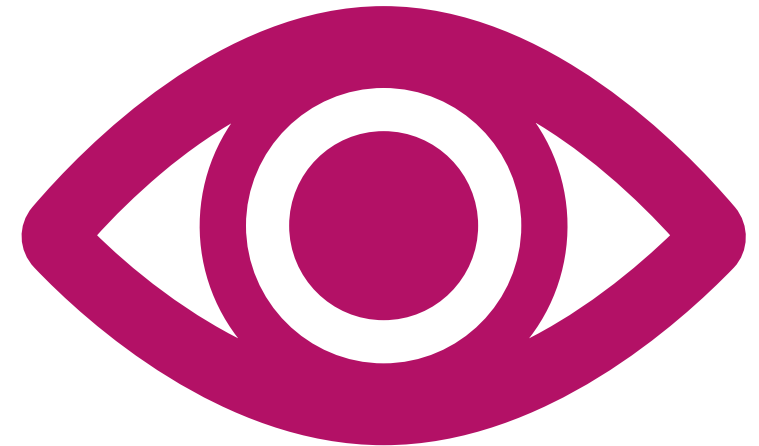
▶ **Visual** : *anytime eyes are taken off the road*

▶ Examples:

Checking a Snapchat or Tik Tok notification

Looking at your phone to figure out directions

Dropping something and looking to see where it fell



Trivia! Question 3

It takes an average of 4-5 seconds to read a text.
How far do you think you travel in that amount of
time at 50 MPH?

A) 10 ft

B) 100ft

C) 100
yds

D) 1000
yds

Trivia! Question 3

It takes an average of 4-5 seconds to read a text. How far do you think you travel in that amount of time at 50 MPH?

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 100
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D) 1000
yds

Did you know 100 yards is equivalent to the length of a football field?



Manual

- ▶ *Taking hands off the wheel to do something else*
- ▶ Examples:
 - Turning the volume down
 - Change a song
 - Getting something out of your backpack
 - Eating or drinking
 - Combing your hair

Cognitive

- ▶ *Taking your focus off driving – not paying attention, emotionality*

- ▶ Examples:

Stressed because you have a test

Stressed in general

Thinking about a meet you have for track at the end of the day

DAYDREAMING!!!!

An aerial photograph of a road with several cars. The text "DISTRACTED DRIVING" is overlaid in the center. The road is a two-lane road with a white line on the left and a dashed line on the right. There are several cars on the road, including a white car in the foreground and a dark car in the background. The surrounding area is a mix of dry, brownish ground and green vegetation.

**DISTRACTED
DRIVING**



Spot the
distraction!

Discussion

Visual, manual,
cognitive distractions

We see how easy it is to
get distracted before
even realizing it!

Multitasking – why is it so dangerous

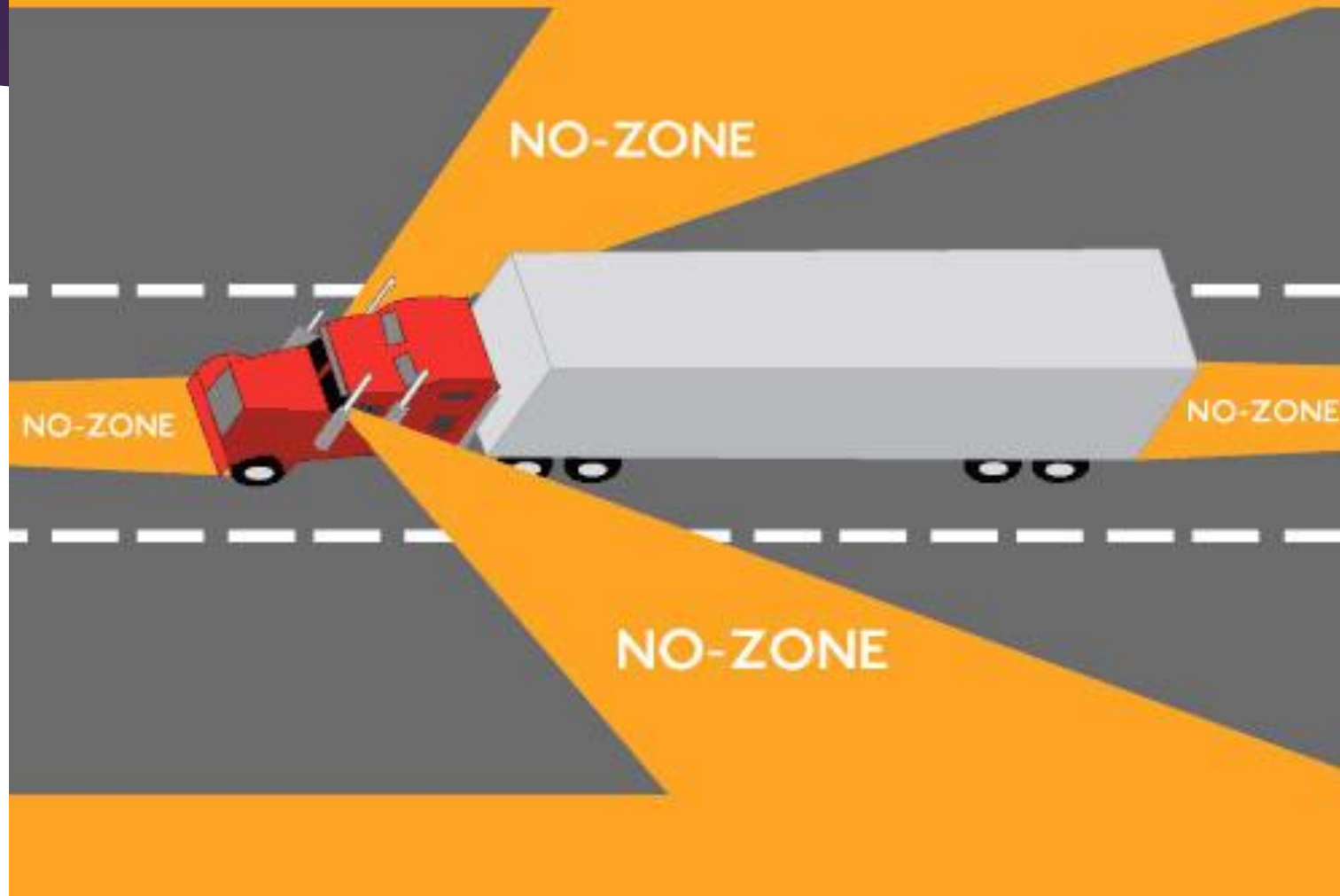


Human brains do not perform two tasks at the same time: it handles tasks sequentially, switching between one task and another



Brains can juggle tasks very rapidly, although this is **NOT** what we would consider multitasking

CAN THEY SEE YOU?





#TRENDING

**‘THERE ARE NO WORDS’:
THREE KIDS FROM SAME
FAMILY STRUCK, KILLED AT
INDIANA SCHOOL BUS STOP**



One day study in Montclair – how many people passed busses?

It's not just you who might be distracted..

Drivers with children in the back

Pedestrians

People lost or looking for directions

And more!

Stay focused and control what goes in inside our own cars





Next, let's talk about impaired driving

- ❑ Alcohol
- ❑ Legal drugs – *prescriptions*
Illegal drugs
- ❑ Driving drowsy

A man with a mustache is sitting in the driver's seat of a car, holding a silver breathalyzer device to his mouth. The car's interior, including the dashboard and rearview mirror, is visible. The background shows green foliage outside the window.

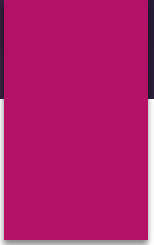
New NJ Law: “All Offender State”

First time offenders with a BAC of .08 or greater must get a car breathalyzer/interlock for a period of at least 30 days.

Vehicle will lock must wait up to 30 minutes before trying again.



Now, let's talk about
speeding...



For more than two decades, speeding has been involved in approximately one-third of all motor vehicle fatalities. In 2020, speeding was a contributing factor in 29% of all traffic fatalities.

CHOP, 2023



Agree or Disagree

10 mph makes a big difference in a crash

Speed Matters

Hit by a vehicle traveling at

20
MPH



9 out of 10 pedestrians survive.

Hit by a vehicle traveling at

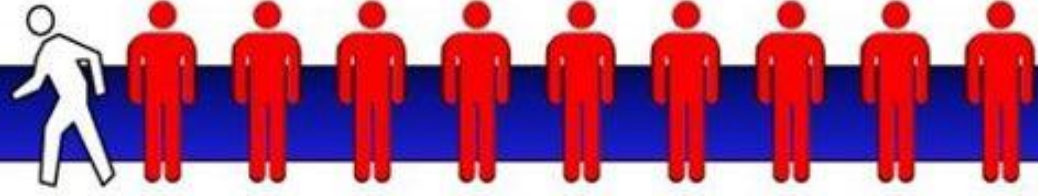
30
MPH



5 out of 10 pedestrians survive.

Hit by a vehicle traveling at

40
MPH



only 1 out of 10 pedestrians survives.

New Jersey SPEEDING TICKET COST TABLE

M.P.H. OVER LIMIT	SPEEDING: POSTED ZONE	SPEEDING: CONSTRUCTION ZONE	SPEEDING: POINTS ON RECORD
1 – 9 m.p.h.	\$85.00	\$140.00	2 Points
10 – 14 m.p.h	\$95.00	\$160.00	2 Points
15 – 19 m.p.h.	\$105.00	\$180.00	4 Points
20 – 24 m.p.h.	\$200.00	\$360.00	4 Points
25 – 29 m.p.h.	\$220.00	\$380.00	4 Points
30 – 34 m.p.h.	\$240.00	\$400.00	5 Points
35+ m.p.h.	\$260.00	\$420.00	5 Points



Speaking of
laws...

NJ DRIVER ALERT: NEW SAFE PASSING LAW



SLOW DOWN.
MOVE OVER.
PASS WITH CARE.



4 FEET. IT'S THE LAW.



We share the road with **more** than just cars





Seat belts

- ▶ Save 15,000 lives a year
- ▶ Seat belt use is at 90% in U.S



Most common
type of car
crash:

SAME DIRECTION, REAR-
END





Is pedestrian
safety an issue
in New Jersey?



**Set an
example!**

Heads up, use crosswalks, wait for the walk



They learn by watching
us



LOOK INTO MY EYES

A photograph of a busy city street. In the foreground, a silver taxi is stopped at a traffic light. The taxi has a yellow sign on its roof with the number '445' and the word 'TAXI'. In the background, several other taxis are visible, along with pedestrians walking across the street. The scene is overlaid with a semi-transparent purple and blue gradient. The text 'TRUE or FALSE' is written in a large, white, outlined font across the middle of the image.

TRUE or FALSE

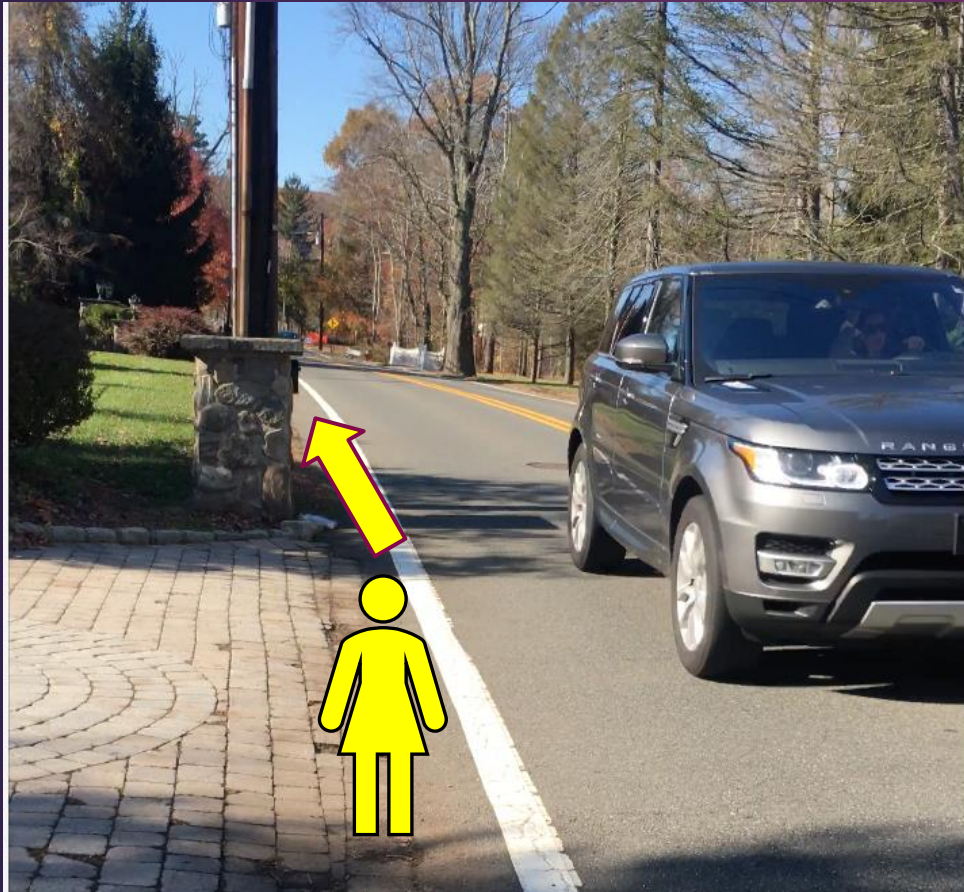
When cars have a green light or green turn arrow, pedestrians also have the WALK signal

TRUE





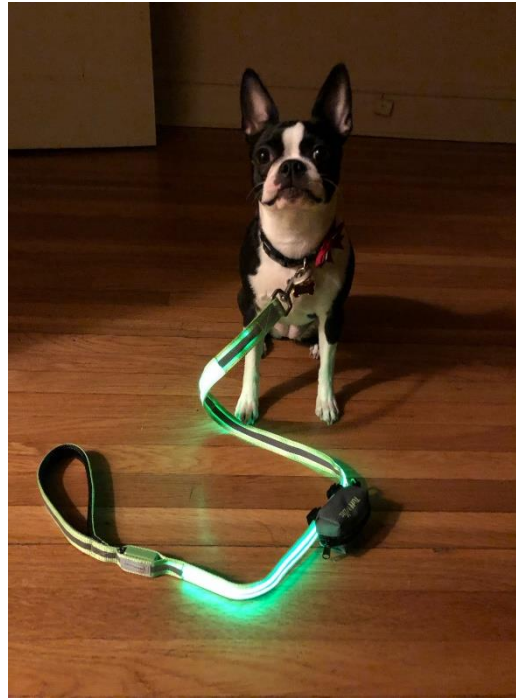
Walk facing traffic



Bike with traffic



Be extra cautious at night





SECURITY RAY

Equal ray distribution, anti-glare design



❌ Other Bike Light

like high beam
cause blindness



✅ Ours Bike Light

like low beam
safety lighting





Reflective tape







A young woman with curly hair is shown from the chest up, sitting in the driver's seat of a car. She is wearing a red top and has her eyes closed, suggesting she is drowsy or asleep. Her hands are on the steering wheel. The car's interior, including the dashboard and air vents, is visible. The background shows a blurred view of the road and trees. The overall lighting is dim, and the image has a dark, moody tone.

Be the safe friend. Lead
by example!



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Thank You!

